The Secretariat would like to express their heartfelt appreciation for the contributions made by the authors, co-authors, reviewers and all who involved in this conference.

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INTRODUCTION

4th International Conference On Social Sciences Research 2016 (ICSSR 2016) focuses on research and development of interactive and adaptive social sciences research environments across all domains. The conference provides opportunities for the cross-fertilization of knowledge and ideas from researchers in the many fields of social sciences that make up this interdisciplinary research area.

This research conference examines local and global issues from the perspectives of scientific social sciences. Through individual or team collaborative research activities, researchers analyze perspectives and synthesize positions informed by the scientific social sciences of knowledge; analyze the past, assess the present, and plan for the future with regard to the theme. Thus, it may provide enrichment opportunities that transcend traditional disciplines for facing our complex and challenging world. Due to the nature of the conference with its focus on innovative ideas and on future social sciences developments, the ICSSR 2016 secretariat welcome contributions that report on accomplished research. The conference organizers encourage submissions that consider social sciences research through one of the following sub-themes, although submission of other topics for consideration is also welcome:

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PUBLICATION OPPORTUNITY

Conference Proceeding

All accepted papers at ICSSR 2016 conference are reviewed and will be published in the ICSSR 2016 conference e-proceeding with an e-ISBN number: 978-967-0792-09-5. The papers will be available in our website and other open source academic site (i.e RePec,Google Scholar) for a wider view. All presenters will get the papers in digital version (pen drive form).

The proceeding too, will be submitted to Google Scholars for Indexing.

Journal Publication.

A selection of the good and quality of ICSSR 2016 proceeding papers will be considered for inclusion for publication in the internationally reviewed ICSSR official e-journal; The 4th International Conference On Social Sciences Research 2016 with an e-ISSN: 2289-4977

The International Conference On Social Sciences Research E-Journal with an e-ISSN number: 2289-4977 is indexed by: Malaysian Citation Centre, MyCite Citation Report

The 4th International Conference On Social Sciences Research 2016 e-Journal is an internationally reviewed and editorially independent interdisciplinary journal. The 4th International Conference On Social Sciences Research 2016 e-Journal reflects the interdisciplinary and international nature and organized thematically. Editors may choose to issue one, two or even three volumes of a journal depending on the quality and range of submissions in the respective conference proceedings.

The 4th International Conference On Social Sciences Research 2016 e-Journal will be published only on online version at the ICSSR 2016 web site.
Our Next Academic Conferences

1. **GLOBAL CONFERENCE ON INFORMATION TECHNOLOGY AND MULTIMEDIA (IT-M2016)**
   Conference Dates: 28th & 29th November 2016 || Venue: Adya Hotel Langkawi, Malaysia

2. **4th International Conference on Artificial Intelligence & Computer Science 2016 (AICS 2016)**
   Conference Dates: 28th & 29th November 2016 || Venue: Adya Hotel Langkawi, Malaysia

3. **2nd GLOBAL CONFERENCE ON ECONOMICS AND MANAGEMENT SCIENCES 2016 (GEMS 2016)**
   Conference dates: 28th & 29th November 2016 || Venue: Adya Hotel Langkawi, Malaysia

4. **3RD WORLD CONFERENCE ON INTEGRATION OF KNOWLEDGE 2016 (WCIK 2016)**
   Conference dates: 28th & 29th November 2016 || Venue: Adya Hotel Langkawi, Malaysia

5. **5TH GLOBAL SUMMIT ON EDUCATION (GSE 2017)**
   Conference Dates: March 2017 || Venue: Kuala Lumpur, Malaysia

6. **4th INTERNATIONAL CONFERENCE ON ARABIC STUDIES & ISLAMIC CIVILIZATION 2017 (ICASIC 2017)**
   Conference Dates: March 2017 || Venue: Kuala Lumpur, Malaysia
### DAY 1 – 18 JULY 2016

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### DAY 2 – 19 JULY 2016

#### Excursion (sight seeing tour)

- **9.00am**: Depart from Melia Hotel Lobby
- **10.00am**: Arrive at Putrajaya Lake Cruise, Souq, Putrajaya Mosque
- **1.00pm**: Lunch at Alamanda (Lunch is sponsored)
- **3.00pm**: Heading back to Melia Hotel
- **5.00pm**: arrive at Meliá Hotel

- **Seminar Room**: Alhambra 1,2,3 (M1)
- **Lunch**: The Kitchen@Melia - Grand Floor
- **Musolla**: Level (-2)

** Parking RM6 per entry

** Wi-Fi RM36 per/head per day (by request and not inclusive in registration fee)
PARALLEL PRESENTATION SCHEDULE
ICSSR 2016, KUALA LUMPUR

18th JULY 2016
REGISTRATION (8.00am-9.00am)
VENUE: SEMINAR ROOM FOYER – ALHAMBRA 1, 2, 3 LEVEL M1

Parallel Session 1 (8.30-10.30am)

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EFFECTIVENESS OF SPORTS SPONSORSHIP: PERCEPTIONS AMONG FELDA UNITED F.C FOOTBALL FANS

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ABSTRACT

The purpose of this study is to investigate factors that determine effectiveness of sports sponsorship based on the perception of Felda United F.C football fans. The purpose of this study is to assess the relationship between the factors that determine sports sponsorship effectiveness. This study was designed to assess the relationship between brand awareness, corporate images, and purchase intention and brand loyalty of customer towards certain brand or sponsor companies who sponsor Felda United FC. A total of 217 Felda United F.C football fans were involved as the respondent for this research. The result shows that there is no significant relationship between brand awareness and corporate images and there is no significant relationship between brand awareness and purchase intention. The result also shows that there is no correlation between brand awareness and brand loyalty. However, there is a significant relationship between Corporate Image and Purchase Intention ($r=0.64^{**}$, $n=217$, $p<0.05$), a significant relationship between Corporate Image and Loyalty ($r=0.56^{**}$, $n=217$, $p<0.05$) and it also shows a significant relationship between Purchase Intention and Loyalty ($r=0.65^{**}$, $n=217$, $p<0.05$). Furthermore, Purchase Intention and Loyalty shows the highest $r$ value which indicates that it has the highest relationship between each other based on the perception of Felda United F.C football fans. This understanding will help the company to focus more on the factors that contribute to Sports Sponsorship Effectiveness so that they can gain the benefit that they should get. The findings also will help the sponsor companies to determine the effectiveness of their Sports Sponsorship program.

Keywords: Sponsorship effectiveness, sports sponsorship, brand awareness, brand loyalty, corporate image, purchase intention
IC 006

AVAILABILITY AND AWARENESS OF ONLINE SUBSCRIBED DATABASES BY ACADEMICS IN UNIVERSITY LIBRARIES IN KATSINA STATE

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ABSTRACT

The paper investigated the Availability and Awareness among academics on Online Databases Subscribed to by University Libraries in Katsina State. Objectives of the study were to find out the online subscribed databases available, extent to which academics were aware of the online subscribed databases and sources through which the academics became aware of the online subscribed databases in the two universities (Umar Musa Yar’adua and Alqalam) surveyed. Survey research method was used and the instrument used for data collection was questionnaire. Ninety nine (99) copies of questionnaire were distributed to respondents in which a total of eighty five (85) copies were duly completed and found usable. Responses were analyzed using descriptive statistics. The findings revealed that the online subscribed databases available in the university libraries in Katsina state include EBSCOhost, Nigerian virtual library, Sciencedirect, Jstor, Oare, Hindawi, MathSciNet, Hinary and Biolin. Most of the academics were aware of the online subscribed databases available. Meetings and Social Interactions were the major sources responsible for creating the awareness among the academics. It is therefore, recommended that management of the libraries should introduce new techniques and programmes aimed at creating more awareness of their resources and services among their users.

Keywords: Availability, Awareness, Online databases, Academics, University libraries.
MANAGEMENT EMPLOYEES IN KLANG VALLEY, MALAYSIA

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ABSTRACT

Nowadays, in globalized environments, profession in facilities management industry has become one of the fastest growing profession. In this perspective, more challenges are faced more than ever by facility management employees, due to the complexity design of building, the new maintenance systems and technologies. Consequently it is no longer sufficient to provide for functional facilities to organization. Due to that, there are wide range exposures of occupational stress faced by employees of this industry. Hence, the purpose of this research is to provide an insight on the consequences of occupational stress particularly in facilities management employees and factors that contribute to it. Two independent variables which are physical working factors and job demand factors and dependent variables were drawn up as stress symptoms. Then, the frequency of stress symptoms are examined accordingly to physiological, psychological and behavioral symptoms. The significant of this research is in relation to the issues of health, employees' satisfaction and cost effectiveness. This research was conducted through quantitative method of questionnaires survey to facilities management employees specifically from technical level to management level. Feedback from the survey was then statistically analyzed by using descriptive statistic of the mean scores based on a Likert Scale. The findings of the research indicate that generally facilities management employees suffered at medium level of occupational stress which the occupational stressors derive from facilities management demands, general work demands and physical workplace condition. The consequences from occupational stress are clearly reflected towards employees starting from physiological symptoms, followed by psychological symptoms and lastly affect their behavior. Conclusively, this research may provide an insight and significant information regarding occupational stress for facilities management industry.

Keyword: Organizational Stress, Facilities Management, Job Demand factors
IC 029

THE POTENTIAL EFFECT OF CLIMATE CHANGE ON MAJOR CASH CROPS PRODUCTIVITY IN UTTAR PRADESH: EVIDENCE FROM PANEL STUDY

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ABSTRACT

Numerous studies have shown that climate change has a statistically significant and negative impact on agriculture and other sectors of economy (Dinar, R. 1999; Mendelsohan, R and M. Reinsborough, 2007; Seo et al., 2005; Olesen and Bindi, 2002; Mall et al., 2006; Deressa et al., 2009; Gupta et al., 2012; Chen et al., 2013 and Kumar et al., 2014, 2015 and 2016). In India, the mean temperature (annual average, maximum and minimum) shows increasing trends (IMD, 1901-2011). However, annual rainfall does not show significant deceleration but has wide fluctuations over the years (IMD, 2011). The systematic pattern of the monsoon rainfall reveals high intensity, less rainy days and shift towards post monsoon period (Goswami et al., 2006). Furthermore, the frequency of heavy and very heavy rainfall events in central India increased by nearly 50 percent and more than 100 percent, respectively, while the frequency of moderate events decreased by about 10 percent (Goswami et al., 2006). For the country as a whole, the frequency of days with low or moderate rainfall decreased significantly during 1951–2004, while the frequency of long rainy spells decreased and the frequency of short rainy spells, dry spells, and prolonged dry spells all increased (Dash et al., 2009). In totality, the above studies observed that Indian farming system has high level of vulnerability from climatic variability.

Keeping in mind the above observations, present study tries to estimate potential impact of climatic factors such as rainfall and temperature on major crops productivity in Uttar Pradesh. Further, by using ICRISAT database from various secondary sources, this study employ district level data for the period 1966-2011. Moreover, study estimated climate change effect with the help of Cobb-Douglas Production function under the panel estimation. Study employs Feasible General Least Square (FGLS) Method after testing the stationarity of data set (Im-Pesaran-Shin test), Hausman test for random effect model, Pesaran CD test for cross sectional dependence, Modified Wald test for Heteroskedasticity and Wooldridge test for serial-correlation and autocorrelation. Study takes annual rainfall, monsoon rainfall, annual average, minimum, maximum temperature, irrigated area as independent variables. On the other hand, crop productivity of major crops viz., rice wheat and sugarcane. Following econometric model tested to estimate potential effect on crops productivity;

\[ \ln(y)_{it} = \beta_1 + \ln(la)_{it} + \beta_2 \ln(MinTemp)_{it} + \beta_3 \ln(MaxTemp)_{it} + \beta_4 \ln(Avetemp)_{it} + \beta_5 \ln(Annul\ Rainfall)_{it} + \beta_6 \ln(Monsoon\ Rainfall)_{it} + \beta_7 \ln(squared\ Rainfall)_{it} + U_{it} \]
Empirical results showed that climatic and non-climatic variables have a statistically significant influence on rice, wheat and sugarcane yield. In case of rice yield, minimum temperature and annual rainfall shows negative association. On the other hand, average and minimum temperature and monsoon rainfall has positive association with rice yield. In the rain fed cropped area, irrigation plays significant role for rice, wheat and sugarcane yield. Further, wheat yield is benefited if minimum temperature increases. Based on empirical results, the study justified the negative influence of climatic factors on rice, wheat and sugarcane yield. It could be a threat for most of the marginal and subsistent farmers those are engaged in rice, wheat and sugarcane crops for their livelihood."

**Keyword:** climate change, rice, wheat sugarcane productivity
IC 030

NEWS MEDIA CONSUMPTION AMONG YOUTH: EXPLORING USAGE PATTERNS, MOTIVES, AND ATTITUDES

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ABSTRACT

With the emergence of alternative media options, the traditional media have been challenged in terms of news consumption, particularly among the youth. There is a growing body of knowledge on news consumption among youth mainly in developed countries. There is a little knowledge on how youth consume the news and what motives them to do so in Sub-Saharan African Countries. Guided by the Uses and Gratifications Theory (U&G), the main objective of this study is to explore the news media consumption patterns, attitudes, and motivations among Somali youth. Specifically, this study attempts to achieve following objectives 1) to explore the media usage among the youth; 2) to examine the underlying motivations for consuming the news media; 3) to test the relationship among the news media motivations as well as with attitude towards the news; and 4) to determine the most silent motivation for news consumption among the youth. Using convenience stratified sampling, the data were collected from 339 youth in Banadir Region covering all the 17 Administrative districts in the region and were analyzed using Statistical Packages for Social Science (IBM SPSS version 20). The findings of the study revealed that the Internet was the most preferred by the youth for news consumption (M=4.49, SD=2.41), followed by Radio (M=3.97, SD=2.40), and Television (M=3.30, SD=2.61). The least exposed media among the youth was the newspapers (M=2.23, SD=2.27). In addition, the study found four main motivations that drive the youth to expose to news media with varying degrees of exposure: information, entertainment, opinion and social motivations. These motivations were moderately correlated among each other and weekly correlated with attitude towards the news media. Finally, the study suggested that information-driven was the most salient motivation for news media consumption among the youth. Implications and future research suggestions are further discussed.

Keyword: News media consumption, attitude towards news media, Banadir Region, Youth.
CULTURAL RESPONSIVENESS IN EFL TEACHING: REFLECTIONS FROM NATIVE INSTRUCTORS

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ABSTRACT

In recent years, many international students from different parts of the world have been studying at Turkish universities, which creates a multicultural educational setting. Due to the multicultural educational setting, English has become the most widely used language for exchanging and sharing knowledge, therefore many international universities in Turkey put a great emphasis on English language education and offer English preparatory courses to students. In order to succeed at better language education, universities employ native English instructors to provide a richer language experience with cultural components embedded in language content. In this qualitative case study, cultural reflections of native English instructors at a Turkish university were investigated. Individual and focus group interviews were data sources for the study. Findings indicated that cultural responsiveness was considered to be constructed through time, and a necessity of orientation process was emphasized. However, the native instructors’ presumptions cause intolerance and underestimation of the host culture. In addition, educational issues and students’ misbehaviors, such as cheating and calling their instructors by their first name, were attributed to cultural background of the students.

Keyword: Cultural responsiveness, native instructors, EFL, and higher education
FREE HUG: AN EXPERIMENTAL APPROACH ON IMPACT OF MESSAGE IN USING DIFFERENT MEDIUM OF COMMUNICATION

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Prof. Jovielyn Manibo, M.A., RPm

ABSTRACT

The experiment proposed to study the “Free Hug: An Experimental Approach on Impact of Message in using different Mediums of Communication”, that people can convey a great deal of information without even speaking in any forms of communication. To effectively communicate, we must realize that we are all different in the way we perceive the world and use understanding as a guide to our communication with others. The experiment was conducted to know the impact of message in using mediums of communication. Using the social distance which varies from 4-6 feet that measured the time that would be consumed by the participants. It was supported by Rousseau (2008), that the major function of textual messages and graphic elements is communication. The study was manipulated by correlational, descriptive, inferential, and experimental design. Given one hundred respondents, using ANOVA of Independent groups, the researchers got the result of \( F_{obt} = 8.778 > F_{crit} = 4.04 \) resulting to significant effect between impact of message and mediums of communication.

Keywords: impact of message, mediums of communication, verbal, non-verbal, written, visual, correlational, descriptive, inferential, experimental, ANOVA
EFFECTS OF PROXIMITY ON COMPLIANCE AMONG JEEPNEY PASSENGERS IN BATANGAS CITY

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ABSTRACT

The field and social experiment was conducted to test the effects of proximity on compliance among jeepney passengers in Batangas City. Proximity from the jeepney driver is the independent variable while compliance of the respondent was the dependent variable. The objectives of this study is (1) to find the frequency of the reaction of the participants in each proximity, (2) to find the subjective reasons of the respondents in complying and in not complying and (3) to assess the perception of selected respondents regarding the experiment. The experimenters used descriptive, inferential, qualitative and experimental research design. As predicted, the most number of participants having an intimate space of proximity were all showing shocked reaction while on personal space proximity, most were participants not knowing what to do. Also as a result, the most number of participants who shown compliance have an intimate space proximity. The significance of this study is to determine if people are willing to accept changes from what they are used to see and to do.

Keywords: proximity, compliance, jeepney drivers, social experiment
“ISLAMIC TERRORISM” IN THE CONTEMPORARY CONTEXT

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ABSTRACT

"Islamic terrorism" is a term which is widely used on the international media, especially on the internet. This article is an overview of this term. It presents definitions, causes, natures, tendencies and solutions to this terrorism phenomenon. For the definition, the article analyzes the main features of “Islamic terrorism” such as having religious terrorism form; pursuing extremist ideology; attacking innocent people. For the causes, the article analyzes the interference of Western countries, the influence of the dictatorship, and the impact of globalization. For the nature of “Islamic terrorism”, the article states that “Islamic terrorism” is the most radical political and social movement of Islam and that “Islamic terrorism” does not represent the Muslim world. For the tendencies of this phenomenon, the article indicates two main ones including the increasing influence of “Islamic terrorism” through global interactions and the increasing extremism, fanaticism, and brutality of “Islamic terrorism”. In the final part, the article presents some solutions that should be made by Muslims and non-Muslims to deal with “Islamic terrorism”. For Muslims, there are several measures such as interpreting the Qur’an in light of historical and contemporary contexts; being more active and responsible in Muslim communities’ issues; eliminating the sources that nourish extremism and terrorism; and resolving internal conflicts of the Muslim world. For non-Muslims, there are some solutions such as setting aside the political and economic intrigues in the fight against terrorism; integrating Muslim immigrants in the receiving countries; encouraging religious tolerance and respecting cultural differences; and implementing appropriate communication policies on Islam and Muslims.

Keywords: “Islamic terrorism”, definitions, causes, tendencies, solutions
IC 056

THE INDEPENDENCE OF JUDGES

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ABSTRACT

Generally the independence of the judges are divided into two categories; objective independence and subjective independence. In a narrow definition the independence of the judges mean objective independence. In other words, judges should be able to make a decision without any material or moral pressure or external factors accordingly to law and conscience.

The principle of the independence of judges first appeared as a result of 1787 United States Federal Constitution’s separation from judicial powers and executive powers. In Turkish law this principle was included in 1876, 194, 1961, and 1982 constitution.

In this study, the independence of judges toward executive and judicial powers, environment, and press will be discussed.

Keywords: law, Turkish law, judges, executive and judicial powers
HIERARCHIES OF LANGUAGE STATUS: OF KEJAMAN, IBAN, MALAY AND ENGLISH

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ABSTRACT

There is a distinction between the individual language repertoire and the societal practice of allocating functions to different languages and varieties in a speech community (Platt, 1980). We contend that the functional differentiation of languages in society shapes individual language repertoires, and the vernacular languages end up with a low status. The preliminary study examined the language repertoire and language choices of Kejaman teenagers in Sarawak, Malaysia. The specific aspects studied were (1) the languages in the repertoire of the Kejaman teenagers, (2) the functions of Kejaman language, and (3) the functions of standard languages, particularly Malay and English. The data were obtained from 28 Kejaman teenagers who had moved out of their longhouse in Belaga to continue their upper secondary education in a nearby town. Removed from ethnic language support from the Kejaman community, the Kejaman teenagers end up speaking their ethnic language mainly with their family and other Kejaman friends. They speak Malay and English for formal purposes of communication and with people from other ethnic groups. These are to be expected based on the existing literature on language maintenance and shift conducted in Malaysia and elsewhere. However, what this study uncovered was the rise of Iban as a language of wider communication in certain contexts, even within domains traditionally occupied by their ethnic language, Kejaman. The results are discussed in the context of hierarchies of language status in Sarawak and the literature on polyglossia and multilingualism.

Keywords: language status, functional differentiation, polyglossia, Kejaman, Iban, Malay, English
EXERCISE OF THE CORE VALUES AND THE EXTENT OF INTEGRATION OF SUCH IN THE TEACHING OF SOCIAL STUDIES BY THE GRADES FIVE AND SIX TEACHERS

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ABSTRACT

This research study sought to determine the extent of exercise of the core values along Maka-Diyos (Godly), Makatao (mindful of humanity), makakalikasan (respectful of nature) and Makabansa (patriotic and nationalistic) and the extent of integration of such by the Grades Five and Six Social Studies teachers in the District of Bolinao, Pangasinan, Philippines and find out the relationship between the extent of exercise and integration of the core values. Using the descriptive method of research, the questionnaire was used as the main gathering tool and was administered to 62 teacher-respondents. The findings revealed that the Grades Five and Six Social Studies teachers in District of Bolinao exercised the core values along Maka-Diyos, Makatao and Makabansa to a ‘moderate extent’ while the core value Makakalikasan was exercised to a ‘slight extent.’ In terms of their integration of the core values, it was found out that the core values along Maka-Diyos, Makatao and Makabansa were integrated to a ‘moderate extent’ whereas the Makakalikasan core value was integrated to a ‘slight extent.’ Further from the results, it was found evident that there is a high or very high relationship between the extent of exercise and extent of integration of the core values along Maka-Diyos, Makatao, Makakalikasan and Makabansa by the Grades Five and Six Social Studies teachers in the District of Bolinao. Hence, the teachers’ exercise of the core values affects the quality of their integration of the core values in their teaching. Therefore, the teachers further enhance their exercise and integration of the core values in the teaching of Social Studies to build their images and abilities as Maka-Diyos (Godly), Makatao (mindful of humanity), Makalikasan (respectful of nature) and Makabansa (patriotic and nationalistic) members of the society which in turn will be developed and imbibed by their pupils.

Keywords: Core values, Maka-Diyos (Godly), Makatao (mindful of humanity), Makakalikasan (respectful of nature), Makabansa (patriotic and nationalistic)
PROSPECT OF ECO-TOURISM IN NAGALAND

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ABSTRACT

Nagaland, situated in the extreme part of North East India is known for its pristine forests and natural areas where the people have played a great role in conserving the environment. It could emerge as the perfect site for Eco-Tourism and responsible tourism in such a manner that the well-being of the local people can be sustained as well as sustainable development of the State can be promoted. The exotic natural environment can be protected by Eco-Tourism that is intended to support conservation efforts while providing gainful employment to the local populace. Some of the furthest corners of Nagaland, especially along the borders, are unfazed by the modern developmental activities, and thus, could provide a perfect destination for tourists looking to experience the rich cultural heritage of the Naga’s while exploring the nature in its peaceful habitat based on mutual co-existence. However, since it involves a flow of tourists to the fragile, pristine and relatively undisturbed natural areas, the issue of collateral damage arises. Can socially and ecologically responsible travel lead to growth, employment and environmental sustainability? Or will it lead to the damage of the fragile eco-system, its flora, fauna and the cultural heritage of the land?

My research paper will investigate the possibilities of offering tourists insight into the impact of human beings on environment and foster a greater appreciation of our natural habitats. It will also explore the different responsible eco-tourism programmes and ways to minimize the negative aspects of conventional tourism on the environment and seek to develop a sustainable model that will promote energy efficient, economic opportunities and enhancing bio-cultural diversity. Possibilities of local capacity building and empowering local communities to fight poverty and achieve sustainable development will be explored. Successful models will be studied to develop models suitable to the Nagaland conditions.

Keywords: Nagaland, Environmental Sustainability, Cultural Heritage, Economic Opportunities etc.
مخاطر مراجعة القيمة العادلة في ظل اتجاه منشآت الأعمال نحو تطبيق المعايير الدولية لإعداد التقارير الدولية: إطار مقترح

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المستخلص:
تهدف هذه الدراسة إلى التطرق لمخاطر مراجعة القيمة العادلة عند القيام بمراجعة البنود المحاسبية المتعلقة بقيمة العادلة والценين المحاسبية الأخرى غير المؤكدة في ظل إتجاه منشآت الأعمال لتطبيق المعايير الدولية لإعداد التقارير المالية IFRS، وذلك من خلال التطرق إلى الأدبيات المحاسبية التي تناولت المحاسبة عن القيمة العادلة والценين المحاسبية الأخرى في ظل المعايير الدولية لإعداد التقارير المالية IFRS، والتعرف على أبرز ما توصلت إليه الأدبيات المحاسبية في مجال تقييم مخاطر إعداد التقارير المالية، ومن ثم التوصل إلى إطار مقترح لمراجعة القيمة العادلة والценين المحاسبية الأخرى في ظل إعداد التقارير المالية IFRS.

وقد توصلت الدراسة إلى مدخل مقترح لمراجعة القيمة العادلة والценين المحاسبية الأخرى غير المؤكدة، وکلمات الفهرسة: المعايير الدولية لإعداد التقارير المالية IFRS؛ مخاطر القيمة العادلة؛ القيمة العادلة.
THE STRUCTURAL RELATIONSHIPS AMONG CUSTOMERS’ COGNITIVE LEVELS: AN EMPIRICAL INVESTIGATION IN SERVICE EVALUATION

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ABSTRACT

Service evaluation implies customer involvement at different phases of human interactions include cognitive, affective and behavioral responses. Among these phases, the customers’ cognitive is the most crucial phase of service evaluation which involves three abstraction levels namely, Service Personal Values (SPV), Service Value (SV) and Service Quality (SQ). Previous research claims the interrelationships among customers’ cognitive levels. However, the research specifically examines the role of customers’ cognitive levels and their interrelationships are still limited in service context. Therefore, the gap has led this research to explore and examine the relationships among SPV, SV and SQ specifically in service context. Higher education was selected to represent the service context. 357 students at Malaysian public universities were participated in this research. The data were gathered using questionnaire following the quota sampling technique. The structural equation modeling (SEM) using AMOS was performed to test the structural relationships among the SPV, SV and SQ. In this research, all relationships appeared to be significant as conceptualized according to the theory. This research also discusses the theoretical and managerial implications as well as the directions for future research.

Keywords: Customers’ Cognitive Levels, Means-End Chain, Service Personal Values, Service Value and Service Quality.
DEVELOPMENT, UTILIZATION AND EVALUATION OF CONTEXTUALIZED SCIENCE ACTIVITIES FOR GRADE III: BASIS FOR TEACHER ENHANCEMENT PROGRAM

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ABSTRACT

According to the Constructivist learning theory of Dewey and Piaget, experience is the center of the learning process. Contextualization is believed to increase a student's learning ability. Forty-five pupils were randomly selected and match-paired according to their grades in Science during the first grading period for School Year 2015-2016 in the Division of Aklan, and then randomly assigned either to the group introduced with different techniques of teaching. Fifteen pupils were assigned in each of the three areas: lowland, coastal, and upland. Pretests and posttests were conducted to determine the effects of the Science activities. Before introducing DepEd’s prescribed and researcher-made contextualized Science activities, students’ performance did not meet DepEd’s expectations. After having applied DepEd’s prescribed and researcher-made contextualized Science activities, the scores improved. Based on the score differences, there is a higher improvement on students’ performance where contextualized Science activities were introduced. Using paired sample t-test, it can be shown that the difference between the pretest and posttest scores in both techniques of teaching in every topographical area is indeed, significant. Although the pretest and posttest scores are significantly different, Pearson’s correlation coefficients were insignificant except in the lowland area where contextualized activities were used. Generally, the academic performance of pupils in the control group was satisfactory in written work and in quarterly assessment, and very satisfactory in performance task. For the group introduced with contextualized Science activities, written work, performance task, and quarterly assessment were very satisfactory. Of the two interventions, the use of contextualized Science activities in lowland and upland are more consistent. In the coastal area, the use of DepEd prescribed Science activities in coastal area is more consistent. Results of this study suggest that contextualized Science activities has a potential in improving learning. Further enhancement of the program should be taken into consideration.

Keywords: Development, Utilization, Evaluation of Contextualized Science Activities, Teacher Enhancement Program.
COMMUNICATION OF THE DEAF AND SIGN LANGUAGE

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ABSTRACT

Until recently, the official language for the deaf was oral speech. Under the assumption that the use of sign language can damage, not to use another form of communication. Today's research shows the opposite results.

The fact that deaf children of deaf parents, emotionally stable, have a greater sense of self-esteem and better developed social skills in relation to deaf children of hearing parents, there is a big difference between the birth of deaf children and children with minor hearing impairment or children who are hearing lost during childhood and later developed speech. In recent years, current topics are on the cochlear implant as a new technique of surgical treatment of deafness.

Looking 20th to 30 years, changed the position in relation to the way of communication with the deaf. Today is going to use total communication method. This means that the deaf must contact as it is the easiest way possible and how to answer them. Normal hearing population is able to adapt and find a way and a way to communicate with deaf primarily through the characters that they spontaneously podaren nature of the situation and the easiest way to adopt in the group equal themselves.

One must accept the fact that a large number of people with hearing impairment, that they are the population and all the others, to have emotions, thinking, and that can fit into the system of the community. Positive opinion is that the deaf population that uses sign language and other means of communication with their specific development. Primary form of communication of the deaf is the reliance on sight and interpreting communicative signs in sign language. Wrong attitude that deaf deviant, bad, without feeling, that does not fit and that it is difficult to understand.

When you speak and write about deaf sign language, to mention a specific manner of speech development, literacy development and the creation of culture that has its specifics compared to the normal hearing population.

Keywords: deaf, communication, oral speech, sign language, total method
WOMEN EMPOWERMENT AS A MANIFESTATION OF SOCIAL JUSTICE: A FUNDAMENTAL STEP ON THE ERADICATION OF POVERTY IN MUSLIM WORLD

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ABSTRACT

Islam is a religion which emphasizes on the principle of “justice”. One of mission of the Prophet Muhammad, who delivered the Divine religion, is the value of “social justice” that all human being have equal rights for creating a harmonious social order. This mandate is not only performed by men, but women as a basic step to eliminate social inequality, one of that is “poverty”. According to the author, one of the effective solutions to eliminate poverty in Muslim world is the empowerment of women as a form of social justice.

Refers to the phenomenon, Muslim women are marginalized in the Muslim world until nowadays. Mostly women do not have freedom to participate in the public sector. In fact, in Islamic teachings, women not only have a glorious position emotionally, but also intellectually and spiritually. One of causal factor of the inequality in the contemporary Muslim world, particularly poverty, is because the stakeholders [families, scholars and rulers] kill women potentiality with delimitating of space for women to grow up, both personally and communally. Thus, the social order should be in harmony with the role of men and women. The gap is so real, especially poverty, because women do not have any role in various sectors such as political, economic, social, etc.

In this context, the author does not intend to deny the role of women in the private sector as an individual, daughter, mother and wife. But, in this paper the author wants to awaken the consciousness of Muslims that Islamic teaching is very clear for solving all the problems. In the face of global challenges, particularly which are discredited Muslims as the backward and marginalized women, so as scholars, we should be looking for an effective solution to see the root of problem that occurred.

Therefore, the points will be discussed in this paper include: basic concepts and principles of Islam related to Social Justice and Women Empowerment; Women Empowerment on emotionally, intellectually, and spiritually [internal reinforcement]; Women’s Empowerment in the private and public sector [external reinforcement]; and contribution of women on eradication the poverty to achieve a just social order. The method used in this paper is a descriptive-analytic based on qualitative method and philosophical approach."

Keywords: Social Justice, Poverty, Women Empowerment, Muslim World, Islamic Studies, Social Sciences, Philosophy
THE MODERATING EFFECT OF AUDIT QUALITY ON THE RELATIONSHIP BETWEEN
OWNERSHIP STRUCTURE AND FIRM PERFORMANCE: A CONCEPTUAL STUDY

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ABSTRACT
This paper attempted to conceptually explore two main aims; firstly, to examine the direct effect of the concentration and managerial ownership on firm performance (ROA) among Omani non-financial companies. The second objective is to examine the moderating effect of the audit quality on the relationship between ownership concentration and managerial ownership, and firm performance of Omani companies. In addition, this study used control variable, namely leverage. Finally, this study provided the limitations and suggestions for future researchers at the end of the paper.

Keywords: Ownership Concentration, Managerial Ownership, Firm Performance, Audit Quality.
THE RELATIONSHIP BETWEEN REWARD SYSTEM WITH EMPLOYEES’ PERFORMANCE

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ABSTRACT

This study explained factors that influence employees’ performance in Islamic Religious Council. The objective of the study was to identify if there’s any relationship between Intrinsic Reward and Employees Performance and to determine if there is any relationship between Extrinsic Reward and Employees Performance. For this research, the selection of sample was based on the convenience sampling technique. The instrument used in this research was a questionnaire and the validity of instrument used by researcher is pilot test and actual test. The results from this study provided useful information to employees at that particular organization. The researcher found that there is positive and significant relationship between Intrinsic and Extrinsic Reward with Employees’ Performance. However, based on the findings the researcher found that Intrinsic Reward factors have more influence toward employees' performance on employees rather than Extrinsic Reward factors. However both the reward factors have positive relationship and significant results and also influence the employees’ performance. At the end of this report, the conclusions and recommendations were made based on the results from the findings and analyses by the researcher.

Keywords: Intrinsic Reward, Extrinsic Reward and Employees Performance.
UTILIZATION OF MATERNAL HEALTH CARE SERVICES IN JAMMU AND KASHMIR: A DISTRICT LEVEL ANALYSIS

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ABSTRACT:

The utilization of maternal health care services by pregnant women during pregnancy, delivery and post-delivery period can save the life of the mother and her newborn baby. Around ninety-nine percent of global maternal mortality occur in developing countries and India is not the exception which contributes the largest number of maternal mortality by any country. Firstly, the present study is an attempt to understand the level of maternal health care services utilization in Jammu and Kashmir compared to national average and other states. Secondly, we try to analyse the regional variation at the district level in maternal health care services in Jammu & Kashmir. The third important focus of this study is to investigate that whether the socio-economic background of women has any impact on their health care seeking behaviour. The study is based on secondary data from District Level Household Survey (DLHS-3) carried out during 2007-08. According to DLHS-3(2007-08) less than one-third of total ever-married women’s who gave birth since three years preceding survey had received full antenatal care i.e. 29.1%, 58.9% having a safe delivery and only 54.6% of ever-married (15-49 years) women’s having postnatal check-up within two weeks in Jammu and Kashmir. Multivariate analysis has been carried out by taking antenatal care, delivery care and postnatal care as dependent variables. The result reveals that women’s having low birth order, higher education, from urban areas and higher household wealth quintile are more likely received maternal health care services compared to higher birth order, women’s from rural areas, less educated and poor household wealth quintile. If we look at the caste wise utilization of maternal health care services then women from scheduled tribe and scheduled caste are less likely going to health facility for antenatal care, delivery care and postnatal care compared to other caste group in Jammu and Kashmir.

Keywords: Antenatal Care, Delivery Care and Postnatal Care
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SOCIO-DEMOGRAPHIC PROFILE, ATTITUDE TOWARD ICT, COMPUTER SELF-EFFICACY AND LEVEL OF ICT COMPETENCY OF ELEMENTARY GRADES TEACHERS

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ABSTRACT

The purpose of this study is to assess the socio-demographic profile, attitude toward ICT, computer self-efficacy, and level of ICT competency of elementary grades teachers of Leyte Division, Philippines. These variables were examined to find its relationship with respondents’ level of ICT competency. A total of 644 elementary grades teachers participated in this study. Descriptive correlational method using surveys, open-ended questions, and one-on-one interviews with selected teachers and ICT coordinators was employed. Purposive sampling was utilized to identify the sample schools from the list of DepEd Computerization Program (DCP) recipient schools.

Findings revealed that age, teaching experience, and ICT training in computer schools are socio-demographic variables consistent to have significant relationship with attitude toward ICT, computer self-efficacy and level of ICT competency. Correspondingly, other findings showed that teachers have favorable attitude toward ICT and possess high level of computer self-efficacy. On the other hand, teachers are at the basic level of ICT competency based on the National ICT Competency Standard for Teachers (NICS-Teachers).

In sum, ICT receives wider acceptance among elementary teachers in Leyte. It is recommended that ICT related trainings be designed to address the incompetency of teachers to help them acquire relevant ICT skills in teaching and move to the next higher ICT competency level.

Keywords: Socio-demographics, Attitude toward ICT, Computer Self-Efficacy, ICT Competency, Elementary Teachers, Teacher Professional Development
UNDERSTANDING THE WORK AT HOME CONCEPT, ITS BENEFITS AND CHALLENGES TOWARDS EMPLOYEES

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ABSTRACT

The proportion of employees working at home or utilizing flexible working arrangements has been increasing along with the advancements in information and communications technology (ICT). This concept is not only applicable to ICT sectors but have also been used by employees in other sectors. Previous studies have reported that the working at home concept promotes employees work-life balance and allows employees to fulfil family responsibilities while completing work demands in a timely manner. However, in Malaysia, the flexible working concept is minimally applied despite its benefits. Due to work and family constraints, employees choose to opt out of the labor force. This matter might be reflected by the increasing population proportion of outside labor market. This paper reviews the concept of working at home at international as well as local levels. The benefits of working at home from employees’ perspectives are gathered. The present research also discusses the potential challenges from this flexible working concept that employees in Malaysia may face. It is hoped that this paper will trigger researchers for in-depth studies on working at home by looking into more specific interest.

Keywords: working at home, flexible working concept
INVESTIGATION OF PRE-SERVICE TEACHERS’ REFLECTIVE THINKING IN THE PROCESS OF ACTION RESEARCH

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ABSTRACT

This study aimed to analyse the process of action research based on the reflective thinking and practice of the trainee teachers while conducting their action research. This case study was conducted with six trainee teachers, selected during their internship period in primary schools in the city of Johor Bahru, Malaysia. Data was derived from interviews, observation and teachers’ reflective journals in three stages; beginning, middle and end of the process of action research. The content analysis method was used to analyse the data. Results showed that all participants were able to apply and master the cycle of action research which includes the process of observation, reflection and action. Data also showed that the participants had a level of critical thinking that is higher than the technical and practical levels. It was also discovered that participants did a lot of reflection at the initial stage rather than at the middle and at the end of their action research. Thus, indirectly, teachers can improve their teaching practice by thinking analytically, critically and creatively while reassessing their teaching. To solve the problem or to reform their teaching practice, teachers can observe, examine and determine alternatives in their decision making.

Keywords: Case Study, Action Research, Technical Thinking, Critical Thinking, Practical Thinking
THE IMAGE OF JAPANESE PEOPLE IN THE EYES OF TURKISH UNIVERSITY STUDENTS

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ABSTRACT
People have several images towards foreign people from different nationalities. These images may be shaped by several factors. Turkish students have an image of Japanese people in their minds. This study aims to understand the image of Japanese people in the eyes of Turkish university students. A survey was carried out on 400 students from Selcuk University to understand their impressions about Japanese people. Results of the study indicate that university students have a favorable image towards Japanese people.

Keywords: Japanese people, image, university students
EMPOWERING THE SUSTAINABILITY OF DEVELOPMENT IN EDUCATION USING KAP MODELING AMONG TVET STUDENT

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The intent of this research is to empower the developing sustainability of education among Technical and Vocational students in Malaysian Technical University (MTUN). This research is based on Educational Sustainable Development model (ESD) and KAP (Knowledge, Attitude and Practices) model which is perceive the elements in model such as curriculum, pedagogy and sociology. This study will employ quantitative method whereby the respondents will distribute questionnaire. Data for this study will collected randomly from MTUN's students. Data will analysed using descriptive statistic, mean score, T-Test, regression and Pearson correlation coefficient. This study will indicate to Technical and Vocational student towards empowering the forth shift in PPPM 2015-2025 which to produce a high quality TVET graduates. The expectation result will supported by a number of statistical finding to show the differences between curriculum, pedagogy and sociology among MTUN's students.

Keywords: Green Skills, Educational Sustainable Development (ESD), KAP
FACTORS ASSOCIATED WITH THE USAGE OF MOBILE TECHNOLOGY DEVICES AMONG UiTM ENGLISH LANGUAGE LECTURERS

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ABSTRACT

The development of information and communication technology (ICT) has initiated e-learning pedagogies into the language curriculum that exhibits the vision of lifelong learning and knowledge based society. Due to this, the Academy of Language Studies has integrated online assessments as to fulfil the need to integrate e-learning in teaching and learning practices. Being the biggest university in Malaysia, Universiti Teknologi MARA (UiTM) faces the problem of having inadequate classrooms due to budget constraint. Problems in providing sufficient computer and internet facilities could be overcome with the utilization of mobile technology devices into teaching and learning activities. However, this approach requires the educators to equip themselves with relevant skills in using mobile technologies. Based on the literature of technology acceptance, this study aims to identify the factors that affect UiTM English language lecturers’ behaviour intention to adopt mobile technology. Questionnaires are distributed through simple random sampling method and analyses of the findings include Statistical Package for Science (SPSS) program and Structural Equation Modelling (SEM). The analysis will consequently identify the factors that can be used to explain user behaviour of the English language lecturers in UiTM. The result may help the educators to acquire relevant skills and assist UiTM to take efficient measures to promote the usage of mobile technologies in its teaching and learning practices. In addition, it also supports the national research agenda in providing better quality of life and innovative human capital.

Keywords: Technology Acceptance Model, mobile technology devices, English language lecturers
THE IMPACT OF RELIGIOUS IDENTITY ON THE RELATIONSHIP BETWEEN WORKPLACE STRESS AND INNER MEANING FULFILLMENT AMONG NON-ACADEMIC STAFF IN A PUBLIC UNIVERSITY IN MALAYSIA.

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ABSTRACT
As the nature of today organizational work setting is becoming more challenging, it could easily be said that stress is commonly experienced among staffs due to high demand of service quality in higher citadel of learning. Coupled with serious concerns as to how it affects psychological well-being, this study examines the impact of religious identity on the relationship between workplace stress and inner meaning fulfillment among non-academic staff in a public university in Malaysia. 148 participants were selected and data were collected and analyzed through quantitative and correlational methods respectively. Results revealed as hypothesized as it was found that workers with high inner meaning fulfillment do experience lower level of workplace stress. Also, results revealed that there is significant positive relationship between religious identity and inner meaning fulfillment. These results confirmed the link between religiosity and mental health among Muslim participants as it has been reported among their counterparts in previous studies.

Keywords: Inner Meaning Fulfillment, stress, workplace, psychological well-being.
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THE INTEGRATION OF KNOWLEDGE IN MALAYSIA’S ISLAMIC-BASED HIGHER EDUCATION INSTITUTIONS: A COMMUNITY PERSPECTIVE

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ABSTRACT

The First World Conference on Muslim Education in Mecca in 1977 had recommended that Muslims worldwide need to re-introduce education based on Al-Quran and Sunnah. Apart from that, ‘The Muslim Universities Vice-Chancellors/Presidents’ Forum’, organized by the Ministry of Higher Education and The National Higher Education Research Institute (IPPTN), USM from the 19th to the 20th October 2010, urged Muslims to return to the true education system based on Islamic philosophy and teachings. Arguably, Islamic-based HEIs ultimate goal was to create Muslim communities adhering to clear integration of knowledge and practice underpinned by an integrated education system, which is capable of leading a multicultural society and have high potential to spearhead national development. In order to achieve this goal, the Islamic–based HEIs have adopted a unified philosophy of education, based on an integration of Islamic knowledge and conventional education. This paper seeks to examine influencing factors and assess the impacts of such integration at the level of the communities outside of the HEIs. To undertake this task, in-depth face-to-face interviews were conducted. Interview respondents include institutional leaders, middle-level management, academics, registrars and communities. The findings show that the integration of Islamic knowledge and conventional education has managed to produce a well-balanced approach towards community development. Arguably, increasingly, the globalization and internationalization of knowledge are the two main undercurrents for the integration of knowledge in course offering and the management of higher education institutions (HEIs) in Malaysia. These have bearings on Islamic-based HEIs within the context of the Malaysian higher education system.

Keywords: Integration of Knowledge, Islamic-based HEIs, Implications
VENGEFULNESS, WELL-BEING AND MENTAL HEALTH: A MODERATED MEDIATION MODEL OF PSYCHOLOGICAL FLEXIBILITY AND COGNITIVE FLEXIBILITY

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ABSTRACT

The aim of this study is to investigate the effect of vengefulness on well-being and mental health through the mediating role of cognitive flexibility and the effect of high and low psychological flexibility as a moderator. The model is presented in the diagram below.

RESEARCH MODEL AND HYPOTHESIS

• There is a meaningful and a positive relationship between vengefulness and well-being, and between vengefulness and mental health.
• There is a meaningful and a positive relationship between vengefulness and mental health.
• Cognitive flexibility mediates the positive influence of vengefulness on mental health, and on well-being.
• Cognitive flexibility mediates the positive influence of vengefulness on well-being.
• There is a significant negative relationship between vengefulness and psychological flexibility.
• Psychological flexibility has a significant moderator impact on the cognitive flexibility and vengefulness relationship.
• Psychological flexibility will moderate the strength of the mediated relationship between vengefulness with well-being via cognitive flexibility, such that the relationship will be stronger under high psychological flexibility than under low psychological flexibility.
• Psychological flexibility will moderate the strength of the mediated relationship between vengefulness with mental health via cognitive flexibility, such that the relationship will be stronger under high psychological flexibility than under low psychological flexibility.

METHODOLOGY

A survey is conducted to carry out the research. An easy sampling method is used to analyze the data surveyed from 175 academicians from universities in Kayseri, Konya and Sivas in Turkey, and evaluated by the statistical program (SPSS). The hypothesis is tested through hierarchical regression and correlation analysis. In the moderated mediation model, the hierarchical regression analysis is performed recurrently. Since the statistical evaluation of the data is under process, the results of the study have not
been updated in the abstract. The results will be updated in the paper to be submitted and also will be presented on the day of conference."

**Keywords:** Vengefulness, Well-Being, Mental Health, Psychological Flexibility and Cognitive Flexibility
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IMPACT OF POVERTY ON SECONDARY SCHOOL ACADEMIC ACHIEVEMENT AMONG GIRLS

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ABSTRACT

Getting education is one of the vital straightforward human rights in all societies. Poverty has though persisted as an uncertain chunk for most people to accomplish this basic right. The inclusive aim of this study is to withdraw a vision into the effect of poverty on academic achievement of secondary school students. Poverty is a mounting issue these days and number of people living in poverty frequently increasing. Poverty specifies the level to which an individual fixes without possessions. The possessions or resources can comprise of economic, emotive, intellectual, mystical and physical resources. Affiliations, role models, support systems and awareness of unseen guidelines can also be included in it. Poverty, straightly influence the academic achievement due to deficiency of resources accessible for student’s achievement. Thus the present study examines the effects of poverty on secondary school academic achievement. A well designed questionnaire was filled by students. The present study was carried out in three schools in District Faisalabad. One hundred respondents were chosen by the researcher to gather information. The collected data was analyzed by applying statistical techniques. Results show that there is a noteworthy link between poverty and academic achievement.

Keywords: Poverty, Academic Achievement, Secondary School Students
A PILOT MODEL OF CORPORATE REAL ESTATE SUSTAINABLE PERFORMANCE MEASUREMENT (CRESPM)

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ABSTRACT

Sustainability is now realised as an emerging important area and has been discussed in recent studies. Sustainability now becomes a hot issue that has been discussed not only in Malaysia but over the world. However, there is lack discussion on sustainability related to corporate real estate sustainable performance measurement (CRESPM). Corporate Real Estate sustainable performance measurement (CRESPM) is very important to discuss because it will contribute to the direction and decision making of the organisation and corporation in order to obtain maximum added value for the business and to contribute to the overall performance of the corporation. Thus, this research aimed to explore and then summarize the best performance measurement indicator related to sustainable real estate by referring to the sustainable parents’ theory. The objectives of this study includes to identify the existing CRE sustainable performance measurement indicator available from the previous research and to design a pilot model and framework for CRE sustainable performance measurement. The research uses content analysis method to analyse data gathered from literature and previous studies. The findings will be demonstrated in the form of a pilot framework model on CRESPM that will include 102 indicators of performance measurement derived from analysis. That framework soon is hope can be used as new evolution for the future exploration on CRESPM.

Keywords: Corporate Real Estate, Corporate Real Estate Performance Measurement, Performance Measurement
MOONLIGHTING: FACTOR AFFECTING JOB PERFORMANCE AMONG STAFF AT KLANG VALLEY PUBLIC HOSPITAL

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ABSTRACT

Nowadays, as the whole world is complaining on the increasing of the cost of living, many had suggested that employer should allow their staff to engage in similar activity such as ‘moonlighting’ to gain extra income. In Malaysia, the government stress out that all this while there are rules and regulation must be obeyed by the staff and it is still effective until today. With regard to those who wish to undertake ‘moonlighting’ and venture into small businesses, they must ensure that they follow rules and regulations. Based on Ordinance 5, Rules and Regulation of Public Servant (Behavior and Procedures) 1993 and Rules and Regulation of Public Servants (Behavior and Procedures ) Amendment 2002, every staff is allowed to ‘moonlight’ once they got a written permission to do so by their Head of Department. However these staff may face challenges when engaging in ‘moonlighting’ such as poor performance, absenteeism, fatigued and career conflict on primary job. The aim of this paper is to develop and implement self-efficacy concept in ‘moonlighting’ and the effect on performance at their primary job. The framework of self-efficacy adapted in this study is carefully designed as to go well with the area of inquiry. The valuable participation will be very much helpful to arrive at the findings that will expose the effectiveness of the implemented research by the supporting institutions. The types of investigation in this paper is causal study whereby this research is conducted in order to determine the important factors that associate with the moonlighting among staff. Questionnaires were distributed to respondent in the process to get important view towards this moonlighting activities. In addition to that, basic statistical and advance analytical tools have been employed to evaluate the findings. A pilot study was conducted among 30 respondents from the staff of Public Hospital in Klang Valley. From the pilot study it was found that staff who are always involved in moonlighting are constructing personal meaning for conceptual change in their performance where self-efficacy concept has enhanced emotional stable, conscientious in decision making and personal confident among staff.

Key Words: Self-Efficacy, Moonlighting, Performance.
A MANDATORY POLICY TO REQUIRE PROPER PARENTING EDUCATION AND DEVELOPMENT MANAGEMENT PROFICIENCY TO ALL INCOMING PARENTS IN SOUTHEAST ASIA FOR UNIFORMITY OF VALUE FORMATION OF THE SOUTHEAST ASIAN CHILDREN

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ABSTRACT

The alarming corruption and immorality of the present day leaders, businessmen, community frontrunners in both government and private sector is very alarming as their unethical and fraudulent practices are being patterned and inherited by another set of generation who will exemplify the same mechanism which worsens the economic stature and value systems of any country or region.

We can no longer teach new tricks to old dogs, the only immediate solution to troubleshoot the difficulties and complication of the society’s destructive imperfections is to go back to the roots, to do an audit and assessment on how parents rear their children. Most parents are not trained and not licensed educators, they just teach their children the way how they experienced life from their own perspective and subjectivity but from an objective standpoint, different people have distinct personalities and different multiple intelligences and different way of learning things which every parent understand and respect in order for the child to flourish and deepen his capabilities and hidden talents.

A trained parent equipped with proper parenting abilities infused with strategic development management techniques will not just bring out the best in every child but will make them integrally formed merged with ethical moral values which will make every child and citizen of this nation appreciative of each other’s uniqueness, diversity without discriminating others. The modern day parents of the 21st century are from Generation Y and there is a need for them to have a strong reinforcement of the old values.

If this will be a republic act requiring all incoming parents to undergo few units of proper parenting techniques and few units of strategic development management capabilities then it will save and secure the future of this nation producing future leaders in business and government and economic shapers who are socially responsible that will lead to positive societal transformation.

The proposal is for incoming parents to secure units in proper parenting techniques with Development management expertise as a prerequisite for their future children’s nationally certified Birth Certificate so that all children that will attend formal schooling will have the ideal uniform value based rearing from their certified educator parents, this will minimize and eliminate bullies and aggressors in the school environment which will further help more schooling children to be productive in a healthy environment.

Keywords: Proper Parenting
KEY DETERMINANTS OF CONSTRAINTS IN URBAN REGENERATION: PRIVATE INVESTORS PERSPECTIVE

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ABSTRACT

Urban regeneration is a comprehensive solution to the challenges created by the urbanization itself towards regenerate a city into a sustainable lifestyle concept and resilience (Robert and Skyes, 2000; IOER, 2005). It is a solution used to synergize the cities decline into a livable, vibrant and sustainable lifestyle of the city. Hence, with the growth of population in the large cities in Malaysia that has increased rapidly, cities might not be able to achieve sustainability and instead created social issues, high criminal and unemployment rate, poor urban services, cities deteriorate etc. Studies in other countries showed that urban regeneration is a very viable and feasible investment; however the scenario in Malaysia shows otherwise. The objective of this paper is to investigate the key determinants that constraints the private investors to venture into this investment. The method used is an exploratory with primary data collection through instruments of questionnaire survey. The findings revealed that key determinants of constraints are risks in pre development stage, cost of demolishing and relocation, and land issues in a multiple ownership. Thus, urban regeneration is a tool used to achieve sustainability, however, opportunities need to be explored and challenges overcome to ensure successful development that is beneficial and achieve minimum standard of living quality.

Keywords: Constraints, Urban Regeneration, Private Investors, Property Developers
ARABIC PLACE FEATURE CONFUSIONS AMONG SEVERELY AND PROFOUNDLY HEARING IMPAIRED CHILDREN WITH A COCHLEAR IMPLANT

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ABSTRACT

The goal of this paper was to examine the Arabic phonemes’ place information confusions when listening in auditory alone mode, among severely and profoundly hearing impaired children with cochlear implants and compare them to a matched group of normal hearing children. The participants were Malay children: six hearing impaired who were cochlear implant (CI) users and 11 normal hearing (NH), with mean hearing age of approximately 7.0 years old. The recorded speech material consisted of a consonant-vowel (CV) syllables, of the 28 Arabic consonants followed by vowel /a/. All speech items were presented twice at approximately 65 decibels sound pressure level (dB SPL) in a random order, through a loudspeaker positioned at 30º azimuth and 1 meter distance from the child’s position. Participants repeated the phonemes verbally and all responses were recorded on a score sheet. The CI children were tested using their own hearing devices with the normally used CI settings. The overall repetition score among NH (79.22 ± 8.98%) was significantly better (p < 0.001) than CI (37.19 ± 7.10%) children. The phoneme confusions, focusing on the place feature, were analyzed using a 28x28 confusion matrix. Among the CI children velar phoneme [k] was repeated with a relatively high accuracy. A chance performance (50%) was reported for phonemes [ʔ], [b], [t], [d], [s], [ʕ], [w] and [j]. Information transfer analysis revealed that the overall proportion of decoding precision of place feature was lower among the CI (0.59) as compared to the NH (0.92) children. A repeated measure ANOVA concluded that place information of Arabic phonemes were transmitted differently among the CI and the NH children. A total of 68% of variance was accounted for by the hearing status of participants (η²=0.68). However, the pairwise comparisons revealed that transmission of labiodental and linguadental features were not different among the two participant groups (p>0.05). The results suggest that in CI children, when hearing alone using their cochlear implant device, consonant place information transfers from the sound source to the listener with less accuracy as demonstrated by the low level of decoding precision and differently from the NH listeners.

KeyWords: Phonetics, hearing research, perceptual study
ACCOUNTING EDUCATION BASED ON FINANCE RECORD TRAINING AS THE WAY TO INCREASE REVENUE FROM SMES IN TAMANSARI VILLAGE, LICIN DISTRICT, BANYUWANGI, INDONESIA

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ABSTRACT

The role of accounting education in SMEs is to improve the ability to see business conditions as well as to determine the productivity of the business. Business productivity can be seen from how much income earned by the business. The purpose of this research was to determine the role of accounting education in an effort to increase revenue from SMEs in Tamansari Village. The method used in the research is a qualitative descriptive with comparing the result charity program. Researchers describe the role of training based accounting record of financial statement easier to implementation for research object. The results showed that SMEs in Tamansari village perform properly recording financial statements, will obtain a net profit on business activity is much greater. The role of accounting education in particular recording the correct financial statements will affect the income of a business.
INCOME OPTIMIZATION FROM WAQF PROPERTIES: SUSTAINING THE ACHEEN STREET MOSQUE

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ABSTRACT

Waqf is a voluntary charity that cannot be disposed of and the ownership cannot be transferred once it is declared as waqf assets. Waqf is an Islamic endowment made by Muslim for religious, educational, or other charitable causes. Waqf institutions play an important role in helping the development of Muslims ummah as well as providing a sustainable income for the upkeep, development and operation of various religious institutions. Mosques, in particular, are fully build and operated through waqf. Proceed from waqf assets such as income from rental are utilized for the benefit of as intended by the donator. This paper explores various perspectives of how waqf assets are managed in ensuring it provides continuous income stream to the beneficiary. It is also to investigate which properties’ sectors could generate better income stream to the beneficiary. Founded in 1801, the historic Acheen Street Mosque in Penang is the case study for this paper. The Acheen Street Mosque is built on a waqf land and depend on income received from its waqf assets for its survival. As such it is crucial that its waqf assets are efficiently managed and provide optimum benefit to the mosque. This study commences with an intensive systematic review of the factors contributing towards the goals of catering for maximum benefits to society. This is followed by in-depth structured interviews with the Penang State Islamic Religious Councils (PSIRC). PSIRC is the sole trustee of waqf assets in Penang. PSIRC also participates in the management of the Acheen Street Mosque. Furthermore, this paper examines the income received from waqf rental properties earned by PSIRC from commercializing the waqf properties. The return from waqf properties should be viewed more holistically, by integrating social, economic, environmental and urban development perspectives.

Keywords: Waqf, Waqf assets, Mosques, Penang State Islamic Religious Councils
LITERASI PENGUNGAAN KOMPUTER DALAM KALANGAN GURU-GURU
MATEMATIK SEKOLAH JENIS KEBANGSAAN TAMIL
DAERAH HULU SELANGOR SELANGOR

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Universiti Kebangsaan Malaysia

ABSTRAK


Kata Kunci : Literasi Penggunaan Komputer, Literasi Komputer Guru Matematik SJK(T)
PENGGUNAAN KAEDAH ‘LADDER’ DALAM MENINGKATKAN KEMAHIRAN MENGIRA OPERASI MENOLAK TERHADAP PELAJAR TAHUN EMPAT.

Shivaraj Subramaniam

ABSTRAK

COMPENSATION EFFECT ON EMPLOYEE SATISFACTION ON BPR DISTRICT SOREANG BANDUNG OPERATIONAL HEADQUARTERS

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ABSTRACT

Human resources have a very important efforts for the activities of the company, so that the job satisfaction of employees must be well maintained. Job satisfaction according to A.A. Anwar Pranu Mangkunagara (2004: 117) argues: "Job satisfaction is a feeling associated with work and with her condition. Feeling associated with his work, involving aspects such as wages, salaries earned, career development opportunities, relationships with other employees, job placement, type of work, organizational structure, the quality of supervision. While dealing with her feelings were age, health condition, abilities and education". One of the factors that affect job satisfaction of employees are compensated. Compensation under Mukaram and Mawarsyah (2000: 127) states: "Compensation is an award / reward-directly or indirectly, a financial or non-financial-fair and reasonable to the employees, in return for their contribution to the achievement of organizational goals". The method used in this research is descriptive method that is a requirement of research that are connecting two or more variables, and some issues regarding the independent variables, without making comparisons and connect (Sugiyono 2001: 37). This study aimed to determine the effect of compensation and job satisfaction in BPR District Soreang Bandung Operational Headquarters. From the research data showed that compensation in Bandung regency BPR Operational Headquarters Soreang rated good by the employees, and of the multiple regression test showed that the positive effect of compensation amounting to 63.1% and significant views from the t test values that t> t table is 4.355> 1.688, which means Compensation positive and significant effect on job satisfaction. The amount of the compensation effect on job satisfaction and the remaining 34.5% is influenced by other variables.

Keywords: compensation and job satisfaction
CORPORATE SOCIAL RESPONSIBILITY PRACTICES AMONG MALAYSIA TOP PROPERTY DEVELOPERS

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ABSTRACT

Today’s managers expect businesses to go beyond their profit agenda, and be socially responsible. Though the practice of corporate social responsibility (CSR) by Malaysian companies still in initial stage, they do recognize CSR as a business priority. CSR practices may have different ways on its application depending on its culture and political background. The group of top ten Malaysian property developers will likely be emulated by other property companies to practice CSR. The purpose of this research is to investigate the implementation of CSR practices among Malaysia Top Property Developers following the four dimensional (marketplace, workplace, environment and community) framework of CSR. A quantitative content analysis will be used to analyse top ten property developers in Malaysia by the development of CSRD Index. Data Collection were employed from company websites, annual reports, corporate social responsibility (CSR) and sustainability reports. The study reports all the top ten property developers have their CSR practices and there are variations in their approaches and reporting process. Marketplace dimension show the least disclosure among the four dimensions while community dimension has priority in this research. It is recorded that philanthropic activities are the most widely reported by the companies. The findings therefore will be used as a benchmark in recommending best practices in CSR practices among property developers in Malaysia.

Keywords: Corporate Social Responsibility, Sustainability, Property Developers, Malaysia.
MODEL OF ENGLISH LEARNING ASSESSMENT AT SENIOR HIGH SCHOOL

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ABSTRACT

The purpose of the research is to design a model of English learning assessment for teacher and students of Senior High School English. Within few decades, the assessments of English learning process and learning outcomes for some aspects are isolated. The indicators of English learning processes are teacher’s performance, students’ attitudes toward English learning, and English learning facilities. Meanwhile in English learning outcomes the indicators are focused on listening, speaking, reading and writing. The effect of isolating the learning process and outcomes are the students’ English skills and competency decreased. The research design used is Research and Development (R&D). In this design, the development model and its procedure are ADDIE (Analysis, Design, Develop, Implement and Evaluate). The products testing are carried out at Grade XI Natural Science of Senior High School in Bangkinang Town. The instruments of the research are observation, tests and questionnaires. To qualify the three products, the experts of assessments, methodology and English education test the validity, practicality and effectiveness of the model of English learning assessment, English teacher’s manual and students’ workbook. The research finding indicates that the assessments of English learning process and learning outcomes affect to the students’ English skills and competency. The students’ English mastery is better when these two processes, learning process and learning outcomes are integrated. In conclusion, the assessment of English learning process and English learning outcomes must be comprehensively integrated. This indicates the importance of assessing English learning holistically.

Keywords: English Learning Assessment
AN ANALYSIS OF L1 EFFECTS ON THE LEARNING OF EFL: A CASE STUDY OF UNDERGRADUATE EFL LEARNERS AT UNIVERSITIES IN PAKISTAN

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ABSTRACT

In a multilingual society like Pakistan code switching is commonly observed in different contexts. Mostly people use L1 (Native Languages) and L2 for common communications and L3 (i.e. English, Urdu, Sindhi) in formal contexts and for academic writings. Such a frequent code switching does affect EFL learners' acquisition of grammar and lexis of the target language which in the long run result different types of errors in their writings. Current study is to investigate and identify common elements of L1 and L2 (spoken by students of the Universities in Pakistan) which create hindrances for EFL learners. Case study method was used for this research. Formal writings of 400 EFL learners (as participants from various Universities of the country) were observed. Among 400 participants 200 were female and 200 were male EFL learners having different academic backgrounds. Errors found were categorized into different types according to grammatical items, difference in meanings, structure of sentences and identifiers of tenses of L1 or L2 in comparison with those of the target language. The findings showed that EFL learners in Pakistani varsities have serious problems in their writings and they committed serious errors related to the grammar and meanings of the target language. After analysis of the committed errors the results were found in the affirmation of the hypothesis that L1 or L2 does affect EFL learners. The research suggests in the end to adapt natural ways in pedagogy like task-based learning or communicative methods using contextualized material so as to avoid impediments of L1 or L2 in acquisition the target language.

Keywords: Multilingualism, L2 Acquisition, Code Switching, Language Acquisition, Communicative Language Teaching
JAVANESE TRADITIONAL HOUSES IN MUAR

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ABSTRACT

The richness of Johor as an economy center that developed in the late of 19th century influenced the migration of various ethnics. The arrival of ethnics not only due to economic factors but also various internal factors that occur in their homeland. Javanese people was among the group which enter Johor. From literature review, Javanese settlements mostly can be found in Muar, Batu Pahat and Pontian. They also can be found in other districts but only a few. The research is to identify the Javanese architecture in 3 districts namely Muar, Batu Pahat and Pontian. The data of Javanese traditional houses will be collected by inventory. During inventory, photography and interview session will be record. Finally data collected during inventory will be documented. Based on the information obtained, the comparison between traditional houses will be carried out.

Keywords: Javanese, Traditional, Houses, Muar
IMPACT OF MICROMANAGEMENT IN ORGANISATIONS

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ABSTRACT
Micromanagement is a management style whereby a manager closely observes or controls the work of subordinates or employees. A micromanager is typically one who is obsessed with over control and is overly concerned with all aspects of employee work. Micromanagement prevents innovation. Employees can’t come up with new ideas and procedures on their own. Micro-managers are bad news for business and bad news for employees. Micromanagement breeds misery. Managers that do it wind up frustrating their employees and leaving even the most talented discouraged from doing their best. They disempower staff, stifle opportunity and innovation, and give rise to poor performance. Many well-intentioned, hard-working law enforcement supervisors and managers have been condemned as “micromanagers.” Micromanagement destroys morale, increases turnover, and leads bosses to feel overworked and overstressed. Instead of focusing on bringing in new business or creating a winning business plan, a micromanager spends his time lording over a group of employees who feel stifled. So culturally taboo is the label within the workplace that many supervisors will go to any length to avoid the accusation and reputation. Although it is an apt title for some, there are misconceptions about what it means to be a true micromanager.

Keywords: Effects of micromanagement, Pros and Cons, True micromanagement
MARKET ORIENTATION AND BUSINESS PERFORMANCE: EMPIRICAL EVIDENCE FROM SMALL AND MEDIUM ENTERPRISES IN SOMALIA

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ABSTRACT

This study explores the impact of market orientation dimensions and performance of Small and Medium enterprises in Somalia; the dimensions of independent variable consists of three behavioral characteristics as the literature suggests: Customer Orientation: understanding the potential customer needs in order to create an added value for him on a continuous basis. Competitor Orientation: knowing the strength and weaknesses as well as capabilities and strategies of key competitors. Inter Functional Coordination: coordinating use of the firm resources for creating high added value to target customers. By distributing 102 questionnaires to SMEs located in Mogadishu, Somalia which registered before five years under the service firms in the federal Ministry of Commerce and Industry; only 81 usable questionnaires were received and analyzed using SPSS.20.

The results of data analyzed show that Inter-functional orientation dimension ($\beta=0.631$, $p<0.001$) had the highest contribution towards SMEs Performance, followed by customer orientation ($\beta=0.220$, $p<0.001$). However, the Competitor orientation has no contributor towards SMEs Performance. Finally, discussion, conclusion and implications of the study are further explicated.

Keywords: market orientation, customer orientation, competitive orientation, performance, SMEs, Somalia